

EXHIBIT 4

NOV 2023

A Learning-first Legacy Studio



PROJECT PRIMUS

NOV 2023

Table of Contents

Opportunity
Waste
Problem
Solution
Framework
Product
ROI Strategy
Team
Market Size
Competition
Milestones
Projections
Why Now
Ask



We're in the midst of an \$85T wealth transfer.

The Largest Intergenerational Wealth Transfer In Human History



And children of the Top 1% households will inherit \$15.4T by 2030, while their parents worry about succession.

Source: Wealth-X, 2019

Top 0.01%
\$100m+
20,880 individuals

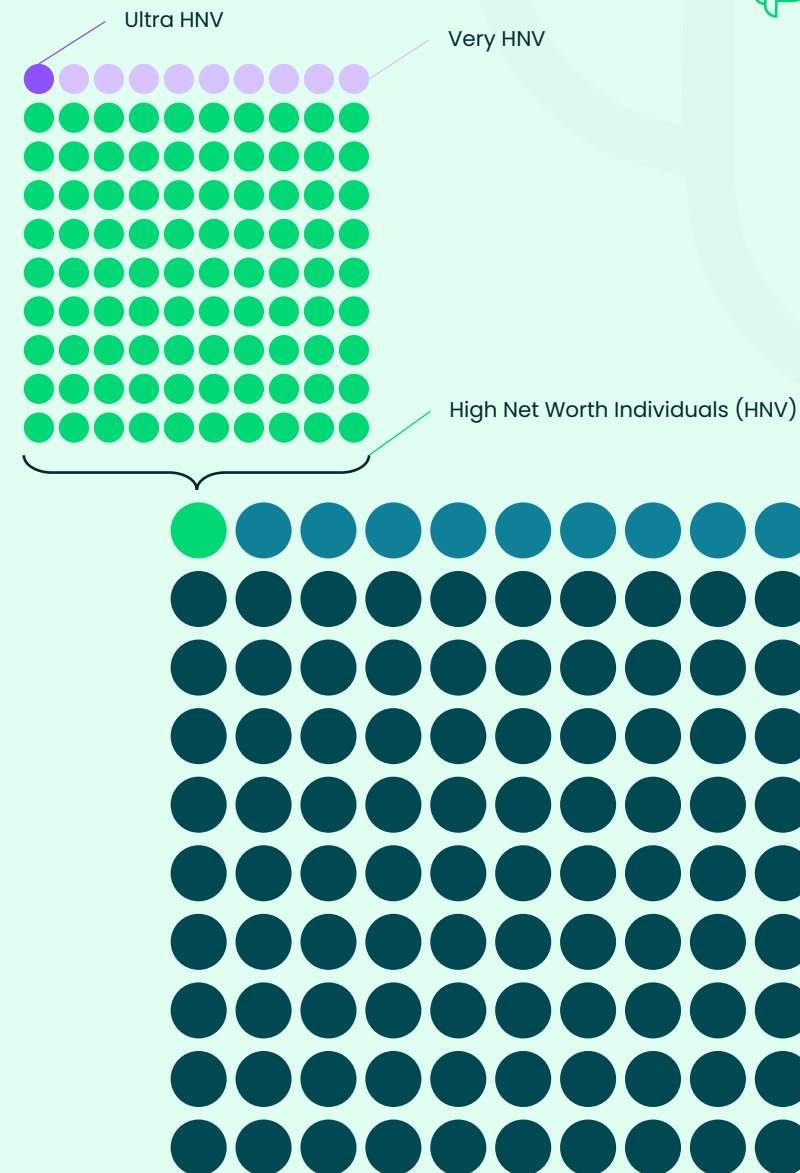
Top 0.1-0.99%
\$30m – \$100m
79,050 individuals

Top 1%
\$5m – \$30m
981,710 individuals

Top 1-10%

Bottom 90%

Average Income Per Family, Distributed by Income Group





The majority of these beneficiaries won't know how to sustain their windfall.

“Shirtsleeves to Shirtsleeves”

● In three generations, they will either spend it, donate it, or make poor investments and drain wealth.



This exact phenomenon is what threatens the continuation of family legacies from generation (G1→G2) to generation (G2→G3).

Source: Nasdaq, 2019

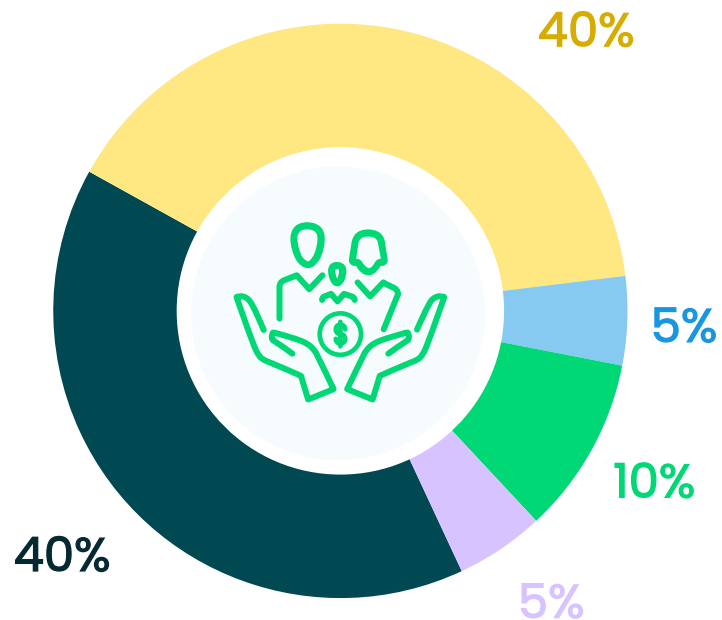




Clearly, inheriting ultra-wealth does not inherently come with leadership skills.

Top Reasons for Generational Wealth Losses

- Ultimately, these children are sheltered and removed from the blood, sweat, and tears it has taken to generate such wealth.



- Unprepared for Financial Responsibility
- Unprepared for Operational Roles
- No Family Mission
- Bad Startup Investments
- Other Lack of Abilities



This is a legacy problem we plan to fix with a Legacy Studio.

For The Top 0.1%

● Imagine the impact we can make with this ultra-wealth transfer.



Project Primus is a Learning Program that exposes these beneficiaries to the real-world blood, sweat, and tears of startup investments so they can build the business acumen and investor mindset needed for their succession.



Our Philosophy for Legacy Planning centers on the belief that achieving leadership requires a significant personal investment, including the development of new thought processes and the acquisition of essential board member skills to make important decisions that profoundly impact the family's legacy, and the world.

Project Primus is committed to actively cultivating attributes that inspire these children to live happy and productive lives.



A Learning-first Legacy Studio

How it Operates

- Our unique approach goes beyond what traditional MBA programs or employment opportunities can provide.

Curriculum Design for Active Learning

✓ Cohort

Members Join a Cohort

- Cohort with X members (i.e. beneficiaries) at a time
- Weekly virtual workshops, masterclasses, and customized one-on-one coaching
- Quarterly in-person residencies for 7 days

✓ Lab

Members Learn in the Lab

- Lab exists for simulating real-world scenarios
- Member learns how to think and act on a board
- Member learns how to think entrepreneurially
- Member observes deal flow and practices diligence

✓ Studio

Members Practice In-Studio

- After essential education and training is complete, members begin to assess new investments they want to make using a \$1M gift from their parents
- Our in-house Project Primus board actively mentors members through due diligence

Transformational Program

01.



Rebirth

02.



Learn

03.



Practice



Education to ignite entrepreneurial spirits.

A Unique Process ● We harness and release the power of this socioeconomic class, so they can rise from the ashes of their predecessors.

2-Year Transformational Process for Members

Y1 - LEARNING LAB

Y2 - LEGACY STUDIO

PHASE 01.

Transform Mindset

Members undergo self-discovery and entrepreneurial awakening to identify their purpose in carrying on a legacy.

(3 months)

PHASE 02.

Cultivate Skills

Next, we teach entrepreneurial skills and cultivate the investor mindset to raise future board members and good stewards.

(6 months)

PHASE 03.

Nurture Skills

Then, members start their Capstone Project and become advisors to the board on investment decisions.

(3 months)

PHASE 04.

Capstone Project



REBIRTH

LEARN ABOUT VENTURE DEALS

Members enter studio-level practice where they observe monthly pitches from real startups (similar to Angel Group Meetings) and participate in supervised deal making.

(12 months)

PRACTICE DEAL MAKING

(+3 additional years of mentorship)



The ROI that comes with a Legacy Studio.

Long-Term Growth

- With Legacy Planning comes personal transformation, professional growth, and smart investments.



Investment Strategy

\$ In USD

Stage

- Seed to Series A stage focus

Size

- 20 Investments
- Average Check Size \$X

Investment split

- **40%** Initial investments
- **60%** Follow-on investments

Investment profile

- Lead or co-lead
- **10 – 20%** ownership
- Initial investments of **\$1.5M – \$2M**
- Investment period: **4 years**

Target returns

- Expected returns of **3.5x MOIC after X Years**

Geography

- **80% USA**
- **20% Global**



Beyond personal transformations, we aim to deliver outsized financial returns by fulfilling an unmet need in the wealth management space.



Join our team.

“ We exist to ignite the entrepreneurial spirit within UHNW beneficiaries, so they feel motivated to strive for success. ”



**Rami
Shubbak**

Co-founder

- Strong global network of ultra high-net-worth individuals and family offices
- Developed personalized science program for igniting deep personal transformations
- 20 Years of VC/PE strategy, transformation and investing
- 15 years of executive coaching and mentoring experience with early, mid, and senior-level executives



**Ezzedeen
Soleiman**

Co-founder

- Strong network of family offices and working with investors in the USA and EU
- 6 years of working with ultra high net worth families
- Pension Associate Director at Societe Generale
- 4 years of fundraising experience in the EU
- 10 years of experience in the financial sector
- Previous experience corporate investment banking



**Lorem
Ipsum**

Board Member

**Lorem
Ipsum**

Board Member

**Lorem
Ipsum**

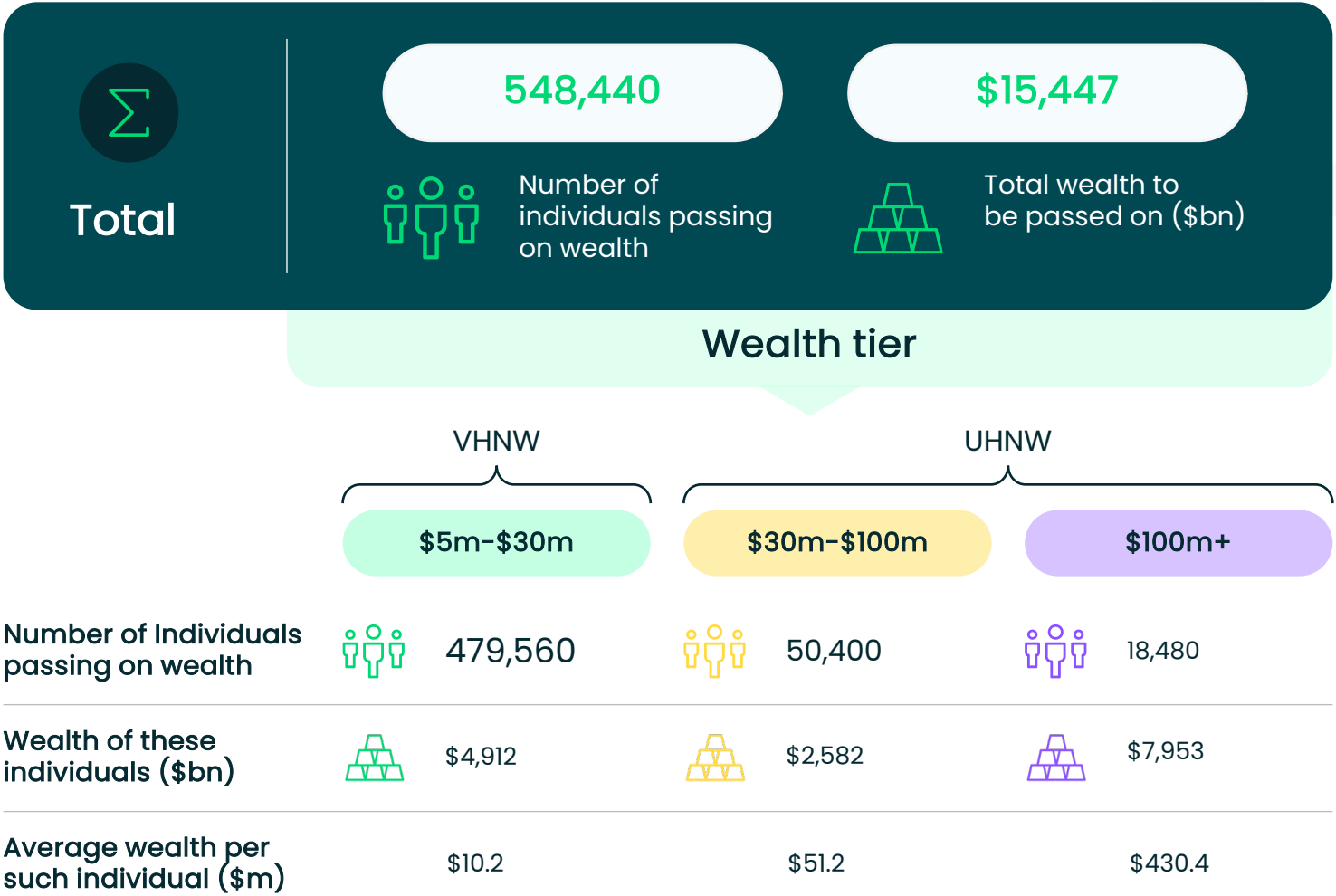
Board Member

A nuanced opportunity we already know how to navigate.

With A Rolodex of UHNW Parents

- UHNW Parents within our network already trust us to navigate difficult conversations with their kids and inspire them to rise above their current abilities.

Global wealth transfer to 2030



Source: Wealth-X, 2019



The alternatives leave zero impact.

Incomparable ROI

● These are the only alternatives parents can turn to when it comes to protecting their legacy.

- Educational Program
- 2-Year Commitment
- Board Member Ready
- Deal Flow Practice
- Investor Mindset
- Expensive

Direct Competitor				Indirect Competitor	
Primus Project	MBA	Academia	Retreats	Lawyers	Estate Planners
●	●	●			
●	●				
●	◐				
●					
●					
◐	●	●	●	◐	◐

Launching in 1-Month

- We're looking for the right angel investors and partners to join us in shaping this educational product.

Validated interest from these channels:



Family Office
Network



P2P Communities
Social Clubs & Conferences



Professional
Network

1-Year Timeline



December 1, 2023

Close Enrollment for
Cohort 1

Tuition is \$XXk per
Student for 2-years

January 2024

Official launch of
Legacy Studio

December 2024

**Formalize
investment
vehicles**

February 2024

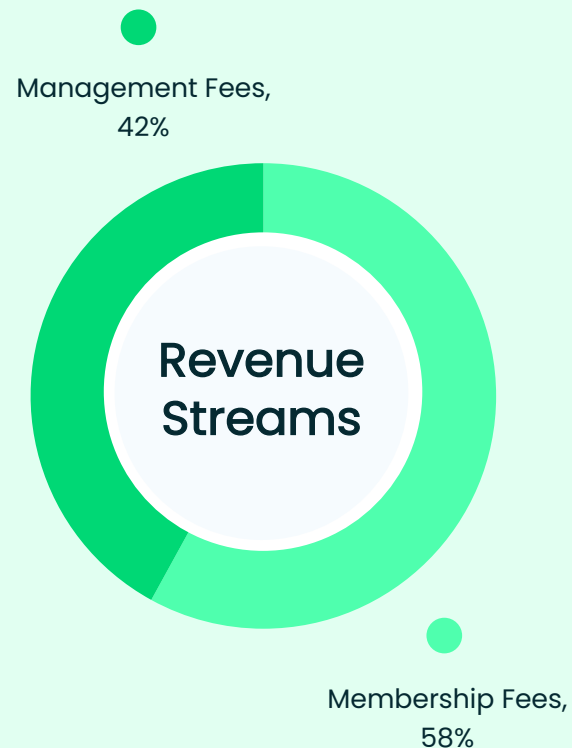
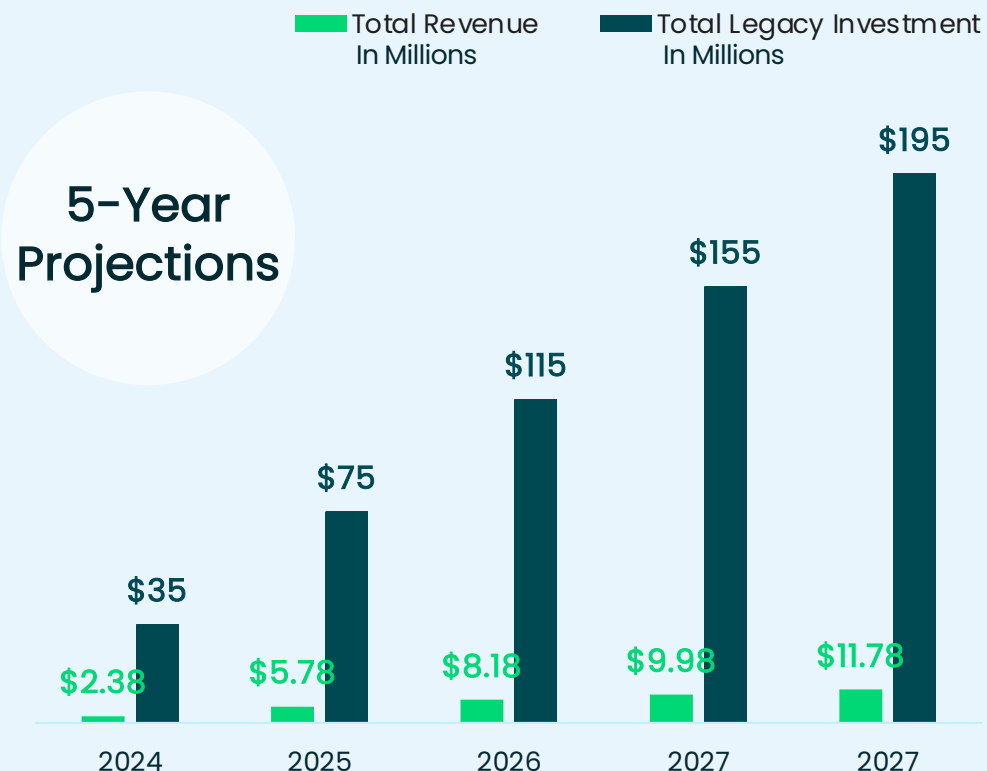
Members make their
first investments
alongside Project
Primus board.



A Pay to Play Model

Profitable by Cohort 2

● Great financial returns by Cohort 3, 4, and 5.



Key Assumptions

- 15 Members in Cohort 1
- 35 Members by Year 1
- Each family separately invests \$1M per learner into our Legacy Reserve
- Break-even by Y2
- Generate \$10m by Y4



Wealth preservation continues to be important to parents, and these children have a different outlook.

Generation X and Y Want Impact

“ These children are noticeably concerned about the impact of their wealth on the world, society and the environment, shown by the increasing interest in impact and responsible investment. ”

Source: Wealth-X, 2019

● This group of UHNW individuals are:



Global



Highly
Digital



Seeking Meaning in
Their Wealth



Raising to get product-ready for Cohort 1.

Investment Opportunity

- These funds will be used to develop and launch a high-quality, life-changing program and experience.



\$2M Angel Round

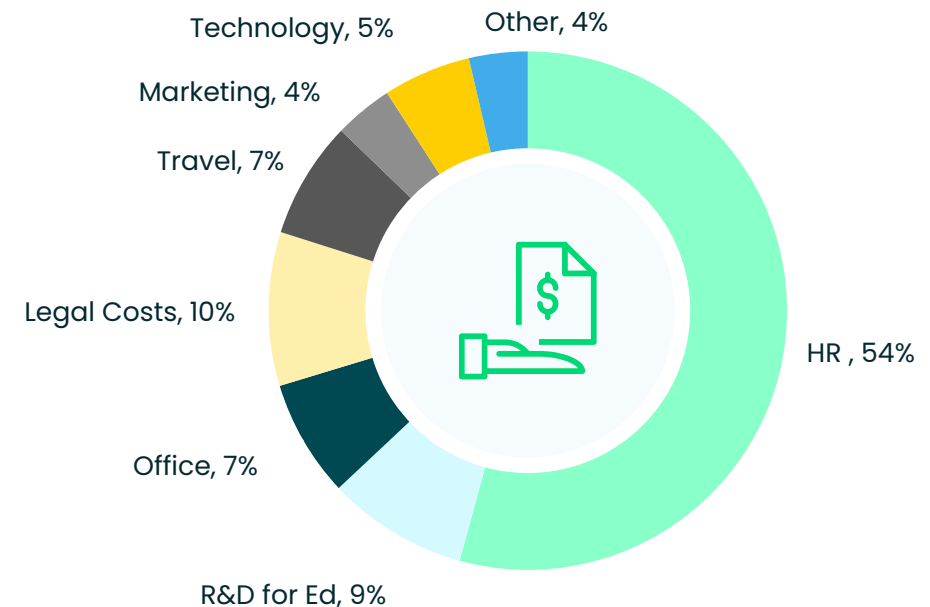
- Insert X Months of Runway
- Insert \$XXX Total Invested by Founders



Key Hires

- Key Hire 1
- Key Hire 2
- Key Hire 3
- Key Hire 4

Use of Funds Breakdown



NOV 2023

Thank You !

PROJECT PRIMUS

Co-founders



●
ez@projectprimus.com

●
rami@projectprimus.com